

## **ABSTRACT OF THE DISCLOSURE**

A method of modifying content in a manner consistent with certain embodiments involves determining that the content has a content rating which is greater than a specified content rating limit; identifying at least one segment of the content to be replaced; obtaining at least one segment of replacement content to substitute for the segment content to be replaced, wherein the replacement content meets criteria for a content rating which is no greater than the specified content rating limit; and replacing the at least one segment of content to be replaced with the at least one segment of replacement content. This abstract is not to be considered limiting, since other embodiments may deviate from the features described in this abstract without departing from certain embodiments.